

## A M E N D M E N T T O T H E C L A I M S

1. (Currently amended) A method for targeting information, comprising:  
determining a plurality of information segments;  
determining a social index of at least one person;  
selecting one of said plurality of information segments based, at least in part, on said social index; and  
providing a notification of said selected one of said plurality of information segments.
2. (Currently amended) The method of claim 1, further comprising:  
providing said selected one of said plurality of information segments.
3. (Currently amended) The method of claim 2, wherein said providing said selected one of said plurality of information segments includes at least one of the following:  
serving said selected information segment;  
downloading said selected information segment;  
inserting said selected information segment in print material;  
emailing said selected information segment; and or  
including said selected information segment in an electronic communication.
4. (Currently amended) The method of claim 1, wherein said determining a plurality of information segments includes at least one of the following:  
receiving one or more of said plurality of information segments from a third party device;  
retrieving one or more of said plurality of information segments from a database;  
retrieving one or more of said plurality of information segments from a third party;  
requesting delivery of one or more of said plurality of information segments;  
assigning a respective social index to each of said plurality of information segments;  
receiving a notification of an assignment of a respective social index to each of said plurality of information segments;

receiving an electronic address from where at least one of said plurality of information segments can be retrieved;

receiving an electronic address from where at least one of said plurality of information segments can be requested; and or

receiving an electronic address from where at least one of said plurality of information segments is stored.

5. (Currently amended) The method of claim 1, wherein said determining a social index of at least one person includes at least one of the following:

receiving a notification of said social index;

accessing a database where social index information is stored;

retrieving said social index; and or

requesting delivery of social index information.

6. (Currently amended) The method of claim 1, wherein said selecting one of said plurality of information segments ~~based on said social index~~ includes at least one of the following:

comparing said social index to a social index associated with at least one of said plurality of information segments; or

selecting one of said plurality of information segments that has a social index that meets said social index.

7. (Currently amended) The method of claim 1, wherein said providing a notification of said ~~selected one of said plurality of~~ information segments includes at least one of the following:

providing said ~~selected one of said plurality of~~ information segments to at least one person having or exceeding said social index.

serving said ~~selected one of said plurality of~~ information segments;

downloading said ~~selected one of said plurality of~~ information segments;

retrieving said ~~selected one of said plurality of~~ information segments;

including said ~~selected one of said plurality of~~ information segments in said notification;

providing said selected one of said plurality of information segments to one or more user devices;

providing an electronic communication indicative of said selected information segment;

providing data indicative of said selected one of said plurality of information segments;

providing an electronic address where said selected one of said plurality of information segments can be found;

providing an electronic address from where said selected one of said plurality of information segments can be requested; and or

providing an electronic address from where said selected one of said plurality of information segments can be retrieved.

8. (Currently amended) The method of claim 1, wherein said selected information segment includes at least one of the following:

a print advertisement;

an electronic advertisement;

educational materials;

entertainment;

a promotion;

an email message;

a coupon;

a membership application;

a Uniform Resource Locator;

an image;

software code;

an electronic signal;

rich media;

audio material;

text material; and or

an animation.

9. (Currently amended) The method of claim 1, further comprising:  
providing said selected one of said plurality of information segments to at least one person having or exceeding said social index.
10. (Currently amended) The method of claim 1, wherein said notification includes at least one of the following:  
data indicative of said social index;  
said selected one of said plurality of information segments;  
data indicative of said selected one of said plurality of information segments;  
an electronic address where said selected information segment can be found;  
an electronic address from where said selected information segment can be requested;  
and or  
an electronic address from where said selected information segment can be retrieved.
11. (Original) The method of claim 1, further comprising:  
providing said notification to at least one other person associated with said person.
12. (Original) The method of claim 11, further comprising:  
determining said at least one other person associated with said person.
13. (Currently amended) The method of claim 12, wherein said determining said at least one other person associated with said person includes at least one of the following:  
determining at least one other person meeting said social index;  
determining at least one person included in a buddy list of said person;  
determining at least one person who has been in electronic communication with said person;  
determining at least one person who has participated in a chat session with said person;  
determine at least one person who has made a telephone call to said person;  
determine at least one person who has received a telephone call from said person;

determining at least one person who has received an email message from said person; and  
or

determining at least one person who has sent an email message to said person.

14. (Original) The method of claim 1, further comprising:  
receiving a request to determine said social index of at least one person.
15. (Original) The method of claim 1, further comprising:  
adjusting said social index.
16. (Currently amended) The method of claim 1, wherein said social index of said at least one person is based, at least in part, on at least one of the following:  
a number of addresses associated with said at least one person;  
a number of entries in a buddy list associated with said at least one person;  
a number of buddy lists in which said at least one person is included;  
a typing speed associated with said at least one person;  
a number of emails sent by said at least one person;  
a number of emails received by said at least one person;  
a number of chat sessions participated in by said at least one person;  
a number of chat messages posted by said at least one person during a chat session;  
a number of chat messages viewed by said at least one person during a chat session;  
a number of people carbon copied to by said at least one person when sending an email message;  
a number of times said at least one person carbon copies at least one other person when sending an email message;  
a number of Web pages browsed by said at least one person;  
a number of telephone calls made by said at least one person;  
a number of telephone calls received by said at least one person;  
a number of facsimiles sent by said at least one person;  
a number of facsimiles received by said at least one person;

a number of printouts made by said at least one person;  
a number of emails expected to be sent by said at least one person;  
a number of emails expected to be received by said at least one person;  
a number of chat sessions expected to be participated in by said at least one person;  
a number of Web pages expected to be browsed by said at least one person;  
a number of telephone calls expected to be made by said at least one person;  
a number of telephone calls expected to be received by said at least one person;  
a number of facsimiles expected to be sent by said at least one person;  
a number of facsimiles expected to be received by said at least one person; and or  
a number of printouts expected to be made by said at least one person.

17. (Currently amended) The method of claim 1, wherein said social index of said at least one person is based, at least in part, on at least one of the following:

a number of email addresses associated with said at least one person;  
a number of postal addresses associated with said at least one person;  
a number of telephone numbers associated with said at least one person;  
a social index of at least one other person;  
an occupation of said at least one person;  
an affiliation with a group by said at least one person;  
a residence of said at least one person;  
a credit rating of said at least one person;  
a purchasing history of said at least one person;  
a geographic location of said at least one person;  
an amount of media usage by said at least one person;  
a texture of a communication sent by said at least one person;  
a texture of a communication received by said at least one person;  
a texture of a posting made by said at least one person;  
a number of postings made by said at least one person on a bulletin board; and or  
a number of postings made by said at least one person in a newsgroup.

18. (Currently amended) The method of claim 1, wherein said social index of said at least one person is based, at least in part, on at least one of the following:

- a rate of change of a size of buddy list associated with said at least one person;[[.]]
- a number of emails sent by said at least one person during a designated period of time;
- a number of emails received by said at least one person during a designated period of time;
- a number of chat sessions participated in by said at least one person during a designated period of time;
- a number of Web pages browsed by said at least one person during a designated period of time;
- a number of telephone calls made by said at least one person during a designated period of time;
- a number of telephone calls received by said at least one person during a designated period of time;
- a number of facsimiles sent by said at least one person during a designated period of time;
- a number of facsimiles received by said at least one person during a designated period of time; and or
- a number of printouts made by said at least one person during a designated period of time.

19. (Currently amended) A method for targeting information, comprising:  
determining a social index associated with an information segment;  
determining at least one person meeting said social index; and  
providing a notification of said determined ~~at least one~~ person.

20. (Currently amended) The method of claim 19, wherein said determining of said a social index ~~associated with an information segment~~ includes at least one of the following:

- receiving a notification of said social index associated with at least one information segment;

accessing a database where social index information is stored;  
computing a social index for at least one information segment;  
retrieving said social index associated with at least one information segment; ~~and or~~  
requesting delivery of social index information for at least one information segment.

21. (Currently amended) The method of claim 19, wherein said determining of said at least one person meeting said social index includes at least one of the following:

comparing said social index to each of a plurality of social indexes associated with a respective plurality of people;  
receiving a notification of said social index for at least one person;  
computing a social index for at least one person  
accessing a database where social index information of at least one person is stored;  
retrieving said social index; ~~and or~~  
requesting delivery of social index information for at least one person.

22. (Currently amended) The method of claim 20, wherein said providing of said a notification ~~of said at least one person~~ includes at least one of the following:

emailing said notification to an email address associated with said determined at least one person;  
sending said notification to a user device associated with said determined at least one person;  
sending said notification to a device associated with a provider of said information segment;  
sending said notification to a device associated with a distributor of said information segment;  
including an identifier of said determined at least one person in said notification;  
including a name of said determined at least one person in said notification;  
including an email address of said determined at least one person in said notification;  
including said information segment in said notification;

including an electronic address where said information segment can be found in said notification;

including an electronic address from where said information segment can be requested in said notification; and or

including an electronic address from where said information segment can be retrieved in said notification.

23. (Currently amended) The method of claim 19 22, further comprising:  
providing said information segment to said determined at least one person.

24. (Currently amended) The method of claim 19, further comprising:  
providing said information segment to said determined at least one person.

25. (Original) The method of claim 19, further comprising:  
assigning a social index to said information segment.

26. (Currently amended) A system for targeting information, comprising:  
a memory configured to store instructions;  
a communication port; and  
a processor coupled connected to said memory and said communication port, said processor being configured operative to execute said stored instructions to:  
determine a plurality of information segments;  
determine a social index of at least one person;  
select one of said plurality of information segments based, at least in part, on said social index; and  
providing a notification of said selected one of said plurality of information segments.

27. (Currently amended) A system for targeting information, comprising:  
a memory configured to store instructions;

a communication port; and  
a processor coupled ~~connected~~ to said memory and said communication port, said processor being configured ~~operative~~ to execute ~~stored~~ instructions to:

determine a social index associated with an information segment;  
determine at least one person meeting said social index; and  
provide a notification of said determined ~~at least one~~ person.

28. (Currently amended) A computer program product in a computer readable medium for targeting information, comprising:

first instructions for identifying multiple information segments;  
second instructions for identifying a social index associated with at least one person;  
third instructions for selecting one of said multiple information segments based, at least in part, on said social index; and  
fourth instructions for sending data indicative of said selected ~~one of said multiple of~~ information segments.

29. (Currently amended) A computer program product in a computer readable medium for targeting information, comprising:

first instructions for identifying a social index associated with an information segment;  
second instructions for identifying at least one person meeting said social index; and  
third instructions for sending data indicative of said identified ~~at least one~~ person.